

Your Marketing Sucks



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Stop throwing thousand-dollar bills out the window and camouflaging spending as marketing demand that the money spent on marketing bring in more money in return. Cut through the myths that claim marketing is about advertising, public relations, or direct mail, and learn that it is about growing the revenue, profit, and valuation of the business. Fire your advertising agency if it even thinks about applying for a Clio or other creative award. Implement the marketing moratorium and stop all marketing until you know how each component of your program justifies itself in dollars and cents.